REMARKS

Reconsideration and reexamination of this application are respectfully requested. Claims 1-20 are pending in this application. Claims 1, 10 and 13 have been amended by this amendment.

Claims 1-2, 9-10, 13-15 and 20 were rejected under 35 USC 102(e) as being anticipated by Tuzhilin (US 6,236,978). The Examiner stated that with respect to claims 1, 10, 13 and 15 Tuzhilin shows providing an item to a device having an application for engaging a repetitive with item (col. 10 line 63 to col. 11 line 5); generating a history of user interacting with the provided item (Fig. 6a element 115, col. 10 line 63 to col. 11 line 52); transforming the history into an implicit rating of the provided item (Fig. 6a element 140, col. 11 line 42-52; using the implicit rating of the provided item to generate recommendations of other items (Fig. 6a element 145, column 11 line 53 to column 12 line 3). Applicant respectfully disagrees.

Applicant's invention, as claimed in claim 1, is directed to a method for generating recommendations, which includes providing an item of a particular type to a device having an application for engaging in a repetitive user activity with items of the particular type, wherein the repetitive user activity occurs primarily during standalone operation of the device; generating a history of user interaction with the provided item, wherein a user interaction comprises an instance of engaging in the repetitive user activity with the provided item; transforming the history into an implicit rating of the provided item; and using the implicit rating of the provided item to generate recommendations of other items of the particular type. Three specific algorithms for transforming user interactions are claimed in dependent claims 3-8, none of which is taught or suggested by Tuzhilin.

Tuzhilin teaches a method for generating a user profile based on a static profile and a dynamic profile of the user. While the general framework of Tuzhilin is similar to that described in the application (Tuzhilin records user actions and exploits the recorded user actions to ultimately provide recommendations - although the primary emphasis is the exploitation of user actions to generate a user profile), there are fundamental differences between Tuzhilin and the invention claimed. Tuzhilin's method is based on the "transactions" that occur between a client and a provider, while the method of the invention is based on "repetitive user activity" with
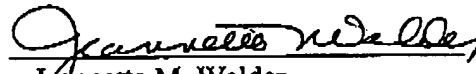
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provided items, "primarily during standalone operation of the device". The method of Tuzhilin teaches recording transactions; Applicant's method teaches recording repetitive user activity with an item. For example, Tuzhilin teaches recording a transaction, such as the online purchase of a CD by a user. Applicant's method teaches recording repetitive user activity, such as how often and when the user listens to the CD and which music cuts the user listens to on the CD.

This difference is significant and indeed Tuzhilin teaches away from Applicant's method, because, as argued by Tuzhilin, the number of transactions for a user can be too small to have any statistical significance (see col. 4, lines 30-40). In contrast, Applicant's method collects repetitive user activity with respect to the same item in order to create more accurate statistical information and provide better recommendations of other items. For example, the fact that a user purchased one CD (as recorded by Tuzhilin) does not provide much information about the user's interest in music. The fact that the user listens to three cuts on the CD once a day for a week (as recorded by Applicant's method) provides greater statistical information, information that can be used to recommend other CDs by the same artist.

Reconsideration of this application and allowance thereof are earnestly solicited. In the event the Examiner considers a personal contact advantageous to the disposition of this case, the Examiner is requested to call the undersigned Attorney for Applicants, Jeannette Walder.

Respectfully submitted,

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VERSION WITH MARKINGS TO SHOW CHANGES MADE:

IN THE CLAIMS:

1. (Amended) A method for generating recommendations, comprising:

providing an item of a particular type to a device having an application for engaging in a repetitive user activity with items of the particular type, wherein the repetitive user activity occurs primarily during standalone operation of the device;

generating a history of user interaction with the provided item, wherein a user interaction comprises an instance of engaging in the repetitive user activity with the provided item;

transforming the history into an implicit rating of the provided item; and

using the implicit rating of the provided item to generate recommendations of other items of the particular type.

10. (Amended) A method for generating recommendations, comprising:

providing a plurality of items of a particular type to a plurality of devices, each device having an application for engaging in a repetitive user activity items of the particular type, wherein the repetitive user activity occurs primarily during standalone operation of the device;

generating for each provided item in each device, a history of user interaction with the provided item, wherein a user interaction comprises an instance of engaging in the repetitive activity with the provided item;

transforming the history for each provided item into an implicit rating of the provided item; and

using the implicit ratings of the provided items to generate recommendations of other items of the particular type.

13. (Amended) A system for providing recommendations, comprising:

a plurality of devices, each device having an application for engaging in a repetitive activity with an item of a particular type, wherein user interaction with the repetitive activity occurs primarily during standalone operation of the device, and a memory for storing a history of each user interaction with an item with the device; and

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a recommendation service for storing downloaded histories of items interacted with from the plurality of devices, for transforming the downloaded histories into implicit ratings of the items interacted with, and for generating recommendations of new items of the particular type based on the implicit ratings.

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